



BlueCross BlueShield
of Alabama

*my*BlueWellness



Our Purpose

Health Management promotes member health and evidence-based, cost-effective healthcare through innovative member and utilization management strategies.

Health Management



Utilization Management



- Precertification
- Medical Review
- Policy

Member Management



- Case Management
- Care Transition
- Chronic Condition Management

Health Advocacy



- BlueCare
- Focus on Compliance
- Inbound & Outbound Approach

Wellness



- Strategy Consultation
- Health Promotion
- Add-On Options

Our Wellness Strategy



**Our Strategy
Consultation
Services Share
Best Practice
Strategies for
Program
Development
and Integrated
Campaigns**





**BlueCross BlueShield
of Alabama**

BCBSAL Resources

Baby Yourself Program

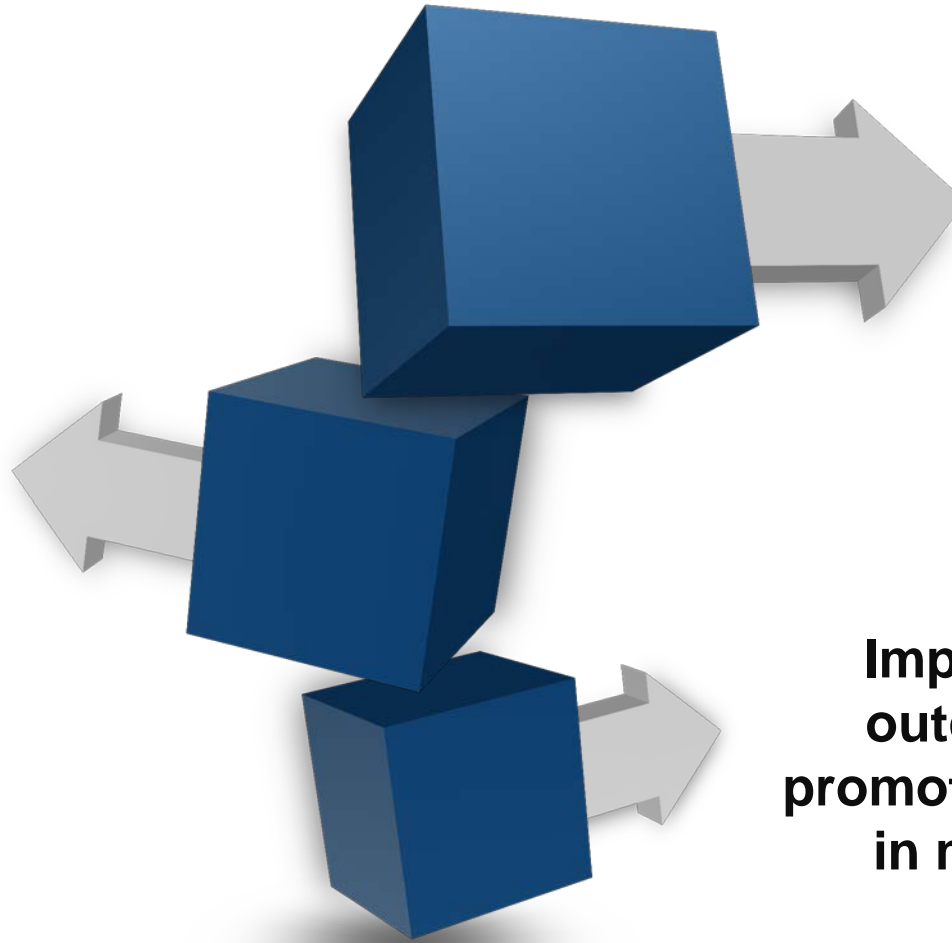


- ✓ Access to pregnancy and parenting educational information
- ✓ Access to a Baby Yourself nurse
- ✓ Educational pamphlets from the March of Dimes and the American College of Obstetricians & Gynecologist (ACOG)
- ✓ A gift to welcome the newborn after completion of the program
- ✓ Referral to a Lactation Educator following delivery if needs are identified

Baby Yourself Program Goals



**Identify
immediate care
needs and make
appropriate
referral to
obstetric case
management**



**Promote a
healthy outcome
for mother and
baby through
prenatal
education**

**Improve clinical
outcomes while
promoting a reduction
in medical cost**

Baby Yourself Program Value



68.3% vs 17.2%

Group A participation rate vs BOB



\$196,132

saved on pre-term deliveries

9.4% vs 15.1%

Group A pre-term labor rate vs.
State of Alabama pre-term labor rate

Chronic Condition Management



- Asthma
- Chronic Obstructive Pulmonary Disease
- Coronary Artery Disease
- Diabetes
- Heart Failure

**Chronic Condition Management:
888-841-5741**

Targeted Interventions



Strategic Outreach for ALL Members

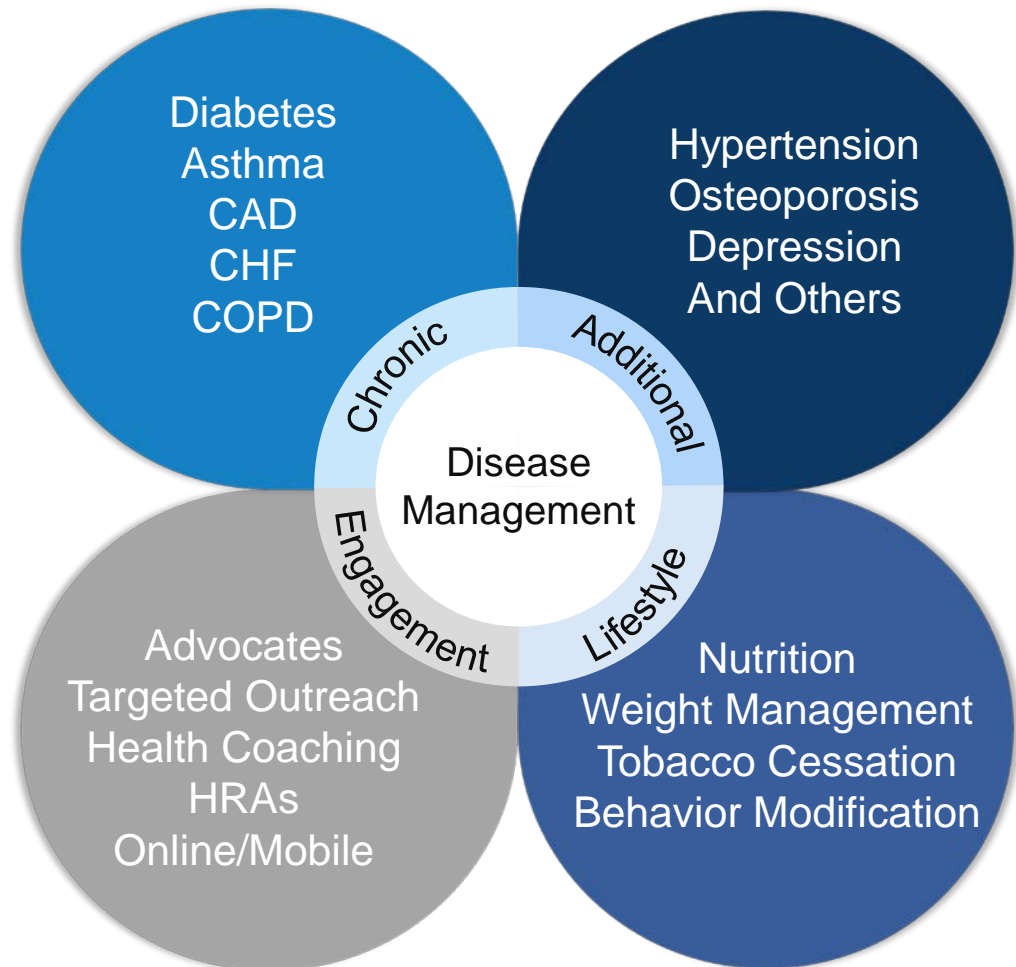
- ✓ **Proactive Outreach**
- ✓ **Health Assessment Triggers** based on health responses and readiness to change
- ✓ **Proactively Requesting** contact by clinician
- ✓ **Biometric Triggers** for out of normal ranges



Disease Management Program



Research shows only 13% of employees participate in DM programs, yet DM programs account for **87%** of healthcare cost savings.





WalkingWorks®

- ▶ A physical activity program developed by Blue Cross Blue Shield in cooperation with the President's Council of Physical Fitness and Sports.
- ▶ A turnkey program that can motivate employees to incorporate physical activity into their daily lives.
- ▶ A team-based approach that encourages peer support to help employees reach their fitness goals.
- ▶ Online and paper options available; app syncs with your fitness tracker device

WalkingWorks App



Uses the pedometer technology built into Apple Health or Google Fit

Integrates with other wearable technology that use these platforms

Ability to enter activities manually

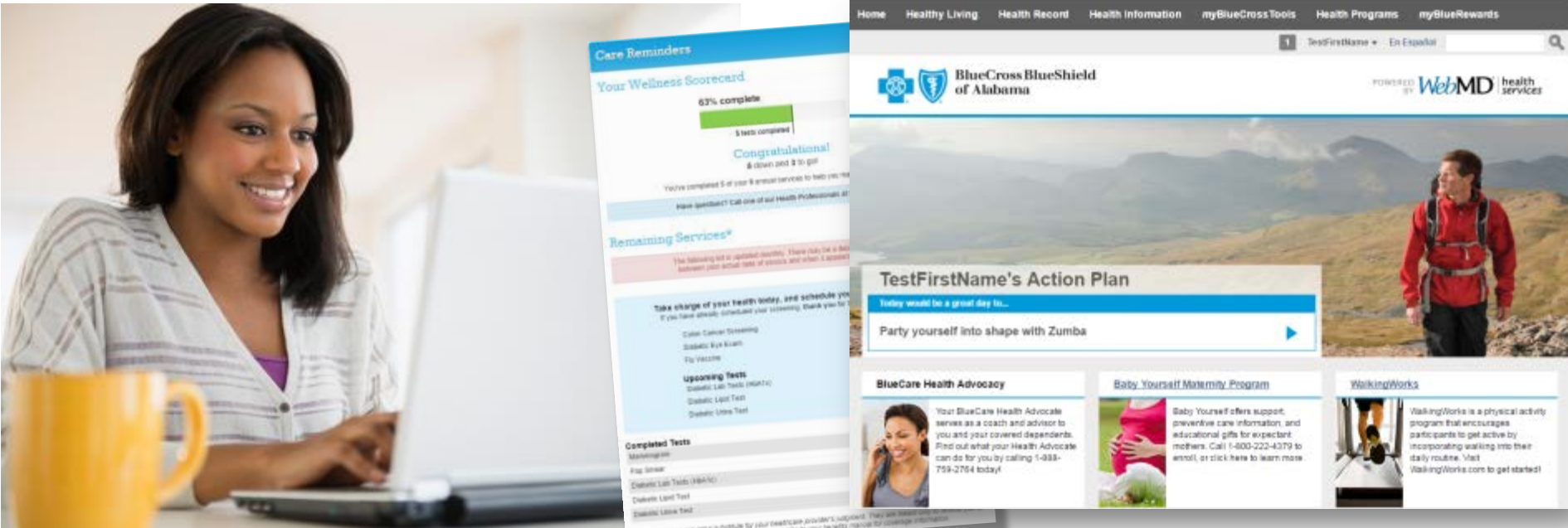
Available for both iOS (Apple Phones) and Android (Samsung, etc.)





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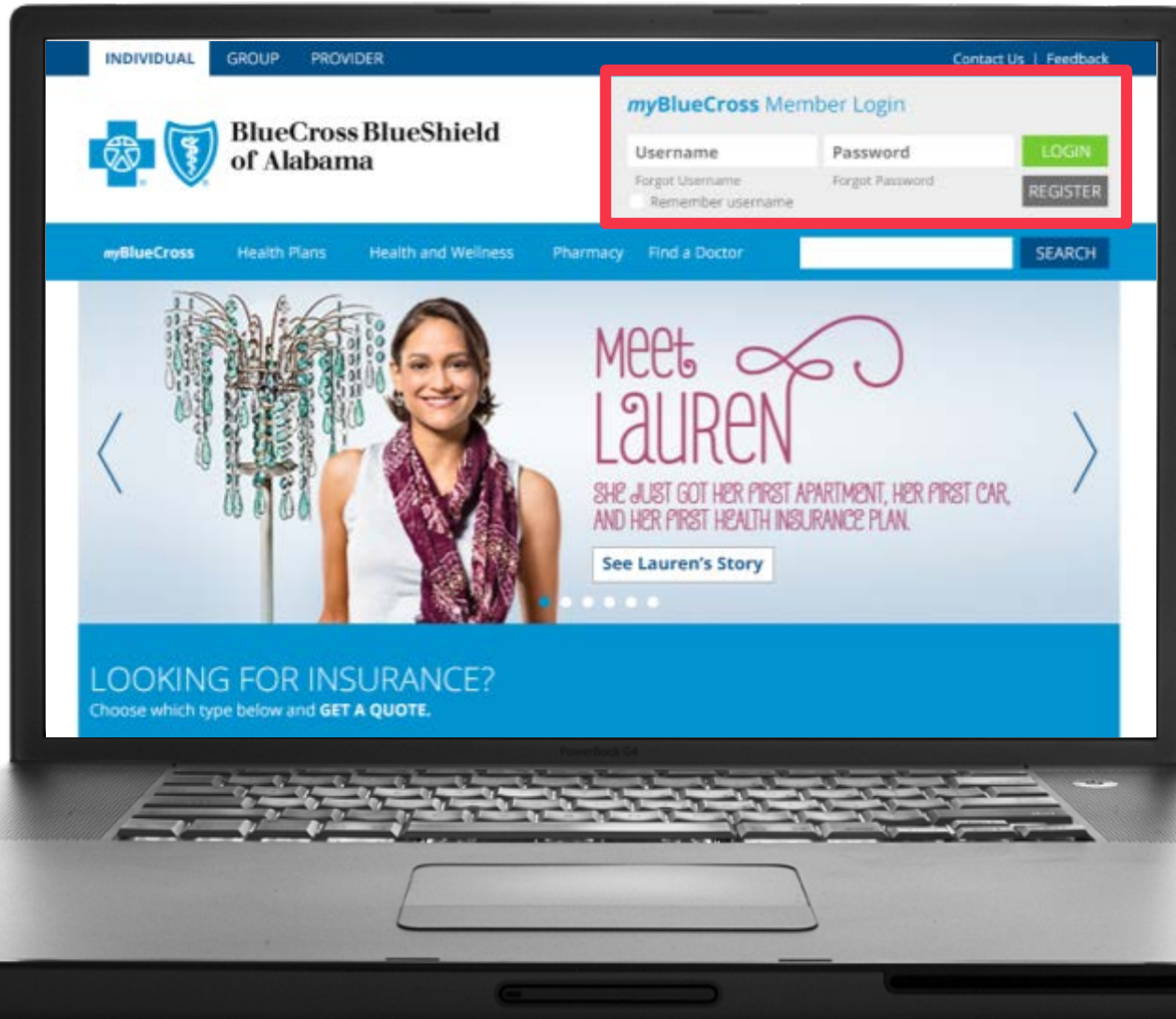
Web Based Resources



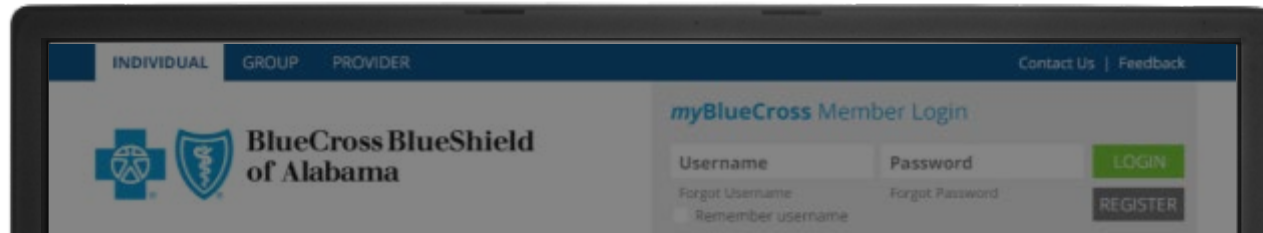
- HealthQuotient® (HQ) Health Risk Assessment
- Online Behavior Change Program
- Personalized Action Plan and Wellness Content
- Device Integration and trackers for Blood Sugar, Weight, Exercise and more

- Enroll in Baby Yourself
- Contract Tools and Plan Details
- Care Reminders
- Personal Health Record
- Animated Guides
- Medication Planner
- Videos and Message Boards

Register on *myBlueCross*



Register or Log In to *myBlueCross*



myBlueCross Member Login

Username

Password

LOGIN

[Forgot Username](#)

[Forgot Password](#)

Remember username

REGISTER

LOOKING FOR INSURANCE?

Choose which type below and GET A QUOTE.

Click "Take the HealthQuotient (HQ)"



**BlueCross BlueShield
of Alabama**
We cover what matters.

Hello
thanks for logging in.
signout

MESSAGES

myBlueCross Health & Wellness Find a Doctor

SEARCH

Live Chat

available Monday - Friday
8 a.m. - 4:45 p.m., CST

BEGIN CHAT NOW

Frequently Visited:

MANAGE MY CONTRACT

- Claim Statements
- Reimbursement History
- Common Copays
- [See All](#)

MANAGE MY HEALTH

- Care Reminders
- myBlueWellness
- Take the HealthQuotient (HQ)**
- [See All](#)

RESEARCH QUALITY OF CARE

- Find a Health Care Provider or Facility
- Learn About Alabama Quality Initiatives
- Rate My Doctor
- [See All](#)

RESEARCH & TOOLS

- Benefit Booklets
- Summary of Benefits and Coverage
- Covered Immunizations
- [See All](#)

FORMS & MATERIALS

- IRS Tax Form 1095
- Medical Expense Claim Form
- Dental Claim Form
- [See All](#)

myBlueCross

YOUR PHOTO HERE

EDIT PROFILE **VIEW BENEFIT BOOKLETS**

Benefit Summary

[View Deductible Details](#)

[View Out of Pocket Details](#)

Begin Answering Questions



HealthQuotient

1. Questionnaire

Finalize

Results

About You

The Basics

The Specifics

About You

Lifestyle

Well-being

Conditions

Lab Tests

Screenings

How tall are you?

feet

inches



Save & Continue

View Results



Health Risk Assessment powered by WebMD®

The screenshot shows the 'MARY's HealthQuotient Results' page. At the top, there is a navigation bar with links: Home, Healthy Living, Health Record, Health Information, myBlueCrossTools, Health Programs, and myBlueRewards. Below this is a header with the BlueCross BlueShield of Alabama logo and the text 'POWERED BY WebMD health services'. The main content area is titled 'MARY's HealthQuotient Results' and includes a progress indicator with three steps: 1. Questionnaire, 2. Finalize, and 3. Results (which is currently selected). There is also a 'Print Reports' link. The results are displayed in three columns: 'Your Health Score' shows a score of 96, 'Your Past Scores' shows a score of 96 with a progress bar, and 'How do you compare?' shows a score of 58, which is noted as the average score for other women in their 30s. Below the results, there is a section titled 'What to do next, MARY' with a message: 'Feeling inspired to make changes? We're here to give you personal guidance!'. This section includes a green checkmark icon, a message about wellness goals, and a 'Let's Go!' button. There are also two links: 'Learn more about chronic condition management' and 'Learn more about wellness incentives'. At the bottom, there is a section titled 'Print your confirmation' with a message: 'Click the button below to print your confirmation that you have completed the HealthQuotient.' and a 'Print Your Certificate' button.

Overall Health
Exercise Habits
Diet
Prevention
Alcohol Intake
Depression
Emotional Health
Tobacco Use
Finances
Work Productivity

HQ Employer Summary



- **Aggregate Data***
- **Overall Findings**
- **Risk Stratification**
- **Health Conditions**
- **Readiness to Change**
- **Recommendations**

*Minimum of 40 HQ completions required to run the report.

My Health Assistant



Health experts provide information, suggest goals and track changes

My Health Assistant

Track your daily progress See other weeks

Eat Better Record "on track" nutrition for at least 21 of 28 days. [Manage this goal](#)

TRACKING [View Graph](#)

S M T W T F S

Today my eating is ...

On Track A Little Off Off Track

PROGRESS

0 on track days 21

TIPS FROM WEBMD COACHES

- Get a good night's sleep >
- Drink water before each meal >
- Eat more veggies >
- Add color to your diet with fruits and vegetables >




[Read Related Tips and Articles](#) [Manage My Goals](#)
















Areas of Focus: nutrition, exercise, weight management, emotional health, stress management and tobacco cessation.

Direct Device Integration



Get connected! Simply choose your device, sync with WebMD, and start tracking

FIND YOUR DEVICE OR APP   Track and achieve your goals.  Earn rewards.

 adidas miCoach miCoach is your personal coach.	 Biomedtrics	 Daily Mile Dailymile is a social experience for active people.
 FatSecret FatSecret is an online tool to achieve your diet goals.	 Fitbit Fitbit offers wearable devices to help you lead a healthier, more active life.	 Fitbug Fitbug offers pocket-sized devices combined with an online program.
 Garmin Connect Garmin designs, manufactures and markets GPS navigation, communication and sonar products.	 iHealth iHealth designs innovative, mobile personal healthcare products for everyone.	 Jawbone UP UP is a wristband and app that tracks how you sleep, move and eat.
 Life Fitness Life Fitness is a global leader in providing fitness equipment.	 Lumo Lumo Lift helps you improve your posture, track your steps, sleep, and activity accurately.	 MapMyFitness Your workout, your device, anywhere, anytime.
 MapMyHike You may wander, but you'll never be lost.	 MapMyRide We're ready to ride, anytime, anywhere.	 MapMyRun You pound the pavement, we provide the motivation.

WebMD Challenges



Be Healthy

POWERED BY **WebMD** health services

Hit Your Stride



Enter your Steps for today:

Save

Participation
3
Days Recorded

Total Steps
19128
Steps

 Kick your challenge into overdrive.
[Let's Go](#)

Invite

Recruit some more team members. Send an invitation via email to other people to join your team.

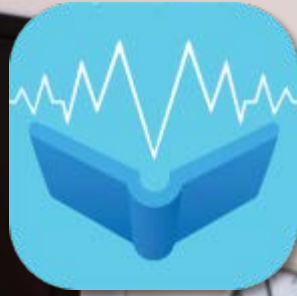
Subject: Come join my team - Portland

Message:

Jane BCBSAL has invited you to join team Portland.

Email:

- Hit Your Stride: steps based walking challenge
- Ready! Set! Move!: minutes based activity challenge
- Custom Challenges: yes or no completion challenge



BlueCross BlueShield
of Alabama

Mobile Resources

Take Blue with You!

Alabama Blue Mobile App

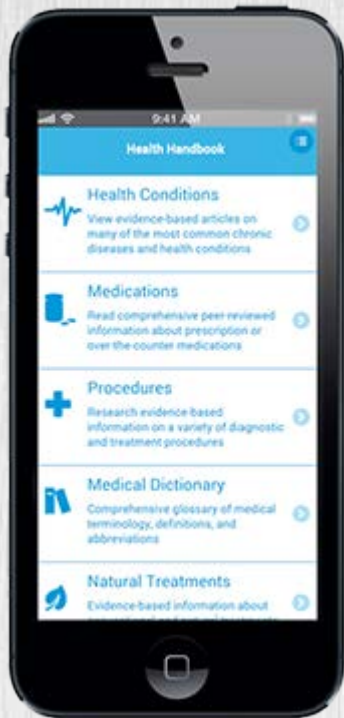


- Virtual ID Card
 - View your ID card(s)
 - Email to physicians or dependents
- One-click access to customer service
- View claims
- Find a Doctor
- Access *myBlueCross*

Available on the App Store and Google Play™



Health Handbook App

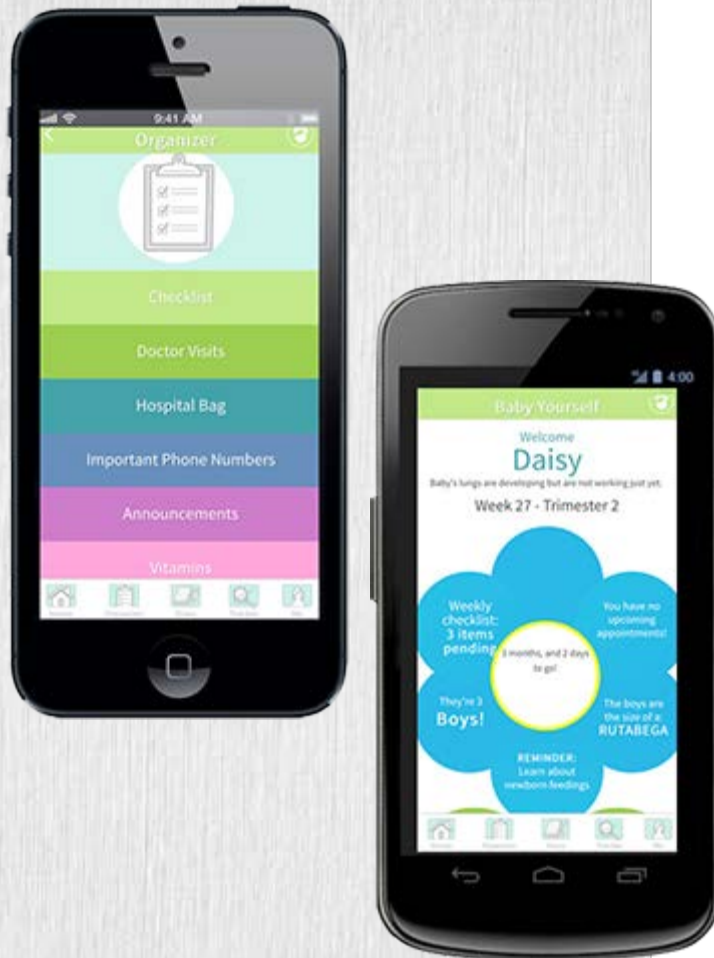


- View information on:
 - Health Conditions
 - Medications
 - Procedures
 - Health & Wellness
 - Natural Treatments
- Symptom Checker
- English-to-Spanish Translation
- Save favorites to Notebooks

Available on the App Store and Google Play™



Baby Yourself App



- One-button dialing to contact:
 - Physician
 - Baby Yourself® Nurse**
- Daily journal
- Photo gallery
- Kick counter
- Contraction counter
- Add scheduled doctor visits

Available on the App Store and Google Play™



**For eligible program participants



**BlueCross BlueShield
of Alabama**

Employer Resources

Worksite Tool Kits



- ✓ HealthQuotient (HQ)
- ✓ Nutrition
- ✓ Stress Management
- ✓ Tobacco-Free Worksite
- ✓ Baby Yourself
- ✓ WalkingWorks
- ✓ Preventive Screenings
- ✓ Healthy Families-Healthy Kids

Wellness Planning Calendar



Monthly Wellness Planner

JANUARY	FEBRUARY	MARCH
<ul style="list-style-type: none"> Wellness Tools for You Brochure: Member Wellness Services (FYH-279) Website Promotion: BeHealthy.com Tool Kit: BeHealthy.com (FHV-31) Handouts: FYH-191, 227, 243, 274 Poster: FYH-244 Online Lifestyle Health Programs Handout: FYH-8 Poster: FYH-9 	<ul style="list-style-type: none"> Heart Month Handouts: FYH-4, 14, 26, 47, 88, 99, 187 Tracker Cards: Screenings (FYH-259) National Wear Red Day Wine Health Consumer Month Tool Kit: Preventive Screenings (FHV-46) Handouts: FYH-19, 23, 24, 25, 30, 34, 42, 43, 44, 45, 60, 136, 147, 243, 274 DVD: Engaging Consumers @ Work (upon request)* 	<ul style="list-style-type: none"> National Nutrition Month Tool Kit: Nutrition (FYH-218) Handouts: FYH-13, 40, 102, 106, 108, 144, 187, 188, 189, 190, 221, 224 Poster: FYH-220, 222, 223 Tracker Cards: Fruit and Vegetable (FYH-273) 
Plan now for National Walk@Lunch Day!		
APRIL	MAY	JUNE
<ul style="list-style-type: none"> WalkingWorks: Take the First Step Tool Kit: WalkingWorks (FHV-35) Handouts: FYH-14, 162, 179, 226, 263 Poster: FYH-60, 61 National Walk@Lunch Day Event Fourth Wednesday in April 	<ul style="list-style-type: none"> National High Blood Pressure Education Month Handouts: FYH-36, 37, 89 Tracker Cards: Screenings (FYH-259) Asthma and Allergy Awareness Handouts: FYH-33, 40, 131 National Women's Health Week Tool Kit: Preventive Screenings (FHV-46) Handouts: FYH-30, 46, 79, 120, 137, 183 Poster: FHV-47 	<ul style="list-style-type: none"> National Safety Month Handouts: FYH-7, 19, 23, 26, 116, 130, 200 National Men's Health Week Tool Kit: Preventive Screenings (FHV-46) Handouts: FYH-4, 30, 47, 88, 121, 122, 139 Poster: FHV-48 DVD: Engaging Consumers @ Work (upon request)* 
JULY	AUGUST	SEPTEMBER
<ul style="list-style-type: none"> Baby Yourself Maternity Program Tool Kit: Baby Yourself Maternity Program (ADV-9) Handouts: ADV-13, 15, 17, 21, 45 Poster: ADV-12 DVDs: Baby Yourself: A Maternity Program (ADV-40) 	<ul style="list-style-type: none"> National Immunization Awareness Month Handouts: FYH-12, 60, FHV-51 Focus on Cancer Prevention Tool Kit: Preventive Screenings (FHV-46) Handouts: FYH-30, 46, 74, 121, 122, 130, 183, 184, 185 Tracker Cards: Preventive Guidelines (FYH-269) DVD: Engaging Consumers @ Work (upon request)* 	<ul style="list-style-type: none"> Fruit and Veggie: More Matters Tool Kit: Nutrition (FYH-218) Handouts: FYH-99, 102, 108, 189 Tracker Cards: Fruit and Vegetable (FYH-273) National Cholesterol Education Month Handouts: FYH-4, 99, 187 Prostate Cancer Awareness Month Tool Kit: Preventive Screenings (FHV-46) Handouts: FYH-30, 121, 122 Poster: FHV-68
OCTOBER	NOVEMBER	DECEMBER
<ul style="list-style-type: none"> National Breast Cancer Awareness Month Tool Kit: Preventive Screenings (FHV-46) Handouts: FYH-30, 46, FHV-51 Poster: FHV-47 Eye Injury Prevention Month Handouts: FYH-48 	<ul style="list-style-type: none"> American Diabetes Awareness Handouts: FYH-2, 68 Great American Smokeout Day Tool Kit: Tobacco-Free (FHV-4) Handouts: FYH-91, 142, FHV-5 Lung Cancer Awareness Month Handouts: FYH-91, 131, 142, 184 	<ul style="list-style-type: none"> Healthy Holidays Tool Kit: Stress Management (FHV-28) Handouts: FYH-11, 14 Survey: Measure Your Stress (FYH-239) Poster: FYH-241 National Hand Washing Week Handouts: FYH-60, 136, 149 

*Engaging Consumers @ Work DVD consist of educational PDFs as posters, mailers, table toppers and paycheck stuffers with six targeted messages available in English and Spanish. FYH-23 (Rev. 1-2013)

Group Access



Health Information for Employers

Healthier employees are typically happier, more productive employees. Providing opportunities for your employees to improve their health can benefit everyone. Blue Cross and Blue Shield of Alabama offers resources to help employers develop a wellness culture in the workplace.

- ▶ [For Your Health Communications](#)
For Your Health educational materials help your employees make educated health, wellness and safety decisions. This information is available for print, or you can order materials through [Forms and Materials](#).
- ▶ [WalkingWorksSM Program](#)
WalkingWorks encourages individuals to get the health benefits of exercise by incorporating walking into their daily lives. Blue Cross provides employers with electronic copies of the materials that help implement this program.
- ▶ [Walking Works Tool Kit](#)
The WalkingWorks Tool Kit may be used as part of your workplace wellness program to help your employees increase their physical activity. The kit includes a DVD, posters, handouts, walking log, and program and incentive ideas.
- ▶ [National Walk@Lunch Tool Kit](#)
Celebrate National Walk@Lunch Day by planning a walking event at your workplace. Walking is one of the simplest, safest and most effective forms of exercise, but it can be hard for employees to find time in their busy schedules to participate in physical activity. That's why the Blue Cross and Blue Shield Plans are sponsoring the annual National Walk@Lunch Day - to encourage busy people like you and your employees to take a walk during your lunch break.
- ▶ [Wellness Monthly Planner](#)
The Wellness Monthly Planner is a valuable resource that helps you easily plan a wellness program at your workplace. It includes a list of suggested monthly topics and communication materials you can order that support

▶ [For Your Health Communications](#)
For Your Health educational materials help your employees make educated health, wellness and safety decisions. This information is available for print, or you can order materials through [Forms and Materials](#).

Example of Wellness Plan



Goals:

1. Help members know their numbers
2. Focus on prevention
3. Weight Loss



Objectives:

Q1: Host a health screening HQ campaign

Q2: Promote Preventive Care and Member Management

Q3: WalkingWorks campaign

Q4: Fruit and Veggie Tracker campaign



**BlueCross BlueShield
of Alabama**

We cover what matters.